

RESIDENTIAL RESEARCH AND CONSULTANCY

Savills Residential Research team provide research consultancy and bespoke analysis to a range of clients to support their strategic decision making when it comes to building, developing, investing in and selling property.

We work with a range of clients

- Landowners
- Private & Commercial Banks
- International Investors
- Trusts & Charities
- Public Sector Bodies
- Housebuilders & Developers
- Housing Associations
- Institutional Investors
- Private Equity
- Central & Local Government

We have set out examples of the range of work we carry out for these clients



Development strategies: Detailed market analysis and prioritisation of markets across the UK based target market, target price/£psf, site type and planning appetite. This can identify opportunities to grow their market share and identify new locations.



Land and opportunity searching: Using our database of all housing development sites in the planning pipeline, combined with other data and GIS mapping, filter and find sites, that match clients' development / investment strategies.



New homes sales rates and pricing: In depth assessments of local market pricing and demand to inform scheme pricing and sales rates. Our work draws on comparable schemes to examine the impact of competition and the ability to attract key target buyer groups to enhance sales rates and secure premiums.



Delivery rate potential: Assessing how fast a site can deliver homes considering the contribution of different tenures, sales/rental capacity in the local market, level of competition and evidence from comparable sites.



Target market demographics: Using migration data and movement patterns to identify the target market, the demographics and incomes of the target market in comparison to the types of homes being planned for a site.



Housing mix analysis: Bringing together local intelligence, local demand by home type and target market demographics to provide evidence on the optimum mix of housing to sell/ rent on the site.



Regeneration and placemaking: Drawing on analysis of successful places and identifying trigger points for unlocking value, the potential impact of investment in place and the suitable types of placemaking for the site.



Housing need: Providing bespoke housing need assessments for local market drawing on the standard method for assessing local housing need, affordable housing demand and affordability of housing to local residents.



Retirement housing demand: Advising on the depth of demand for different types of retirement housing and care housing considering the demographics, housing equity and existing supply in the area.



Student and co-living needs assessment: Providing evidence of the depth of demand for student and co-living, commonly as part of the planning application process. This includes considering the location, target market and local housing market dynamics.



Employment linked housing: We can also assess the need for employer linked housing (e.g. key workers) considering the scale and profile of housing need amongst staff and affordability of rents and values based on the employee income profiles.



Investment strategies: Providing evidence to support multifamily and single family housing, investment strategies across the UK considering tenant demand, depth of target market, rental levels and market absorption rates.



Policy analysis: Supporting government and industry bodies looking at current issues in the housing market, the link between homes and job creation and providing evidence to assess the impact or need for specific policies.



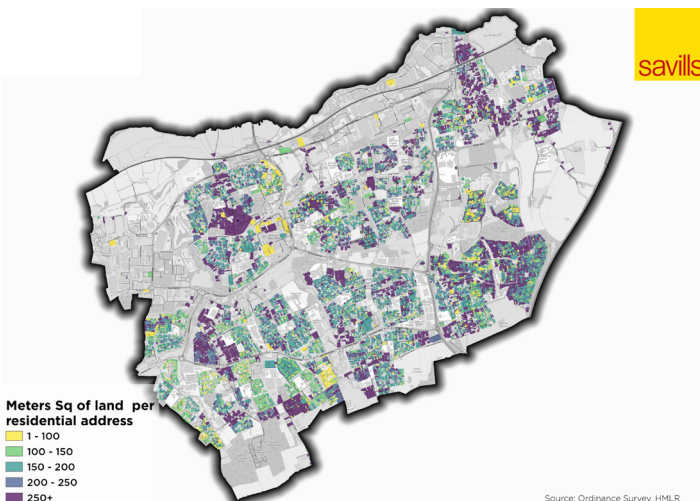
Risk management: Monitoring emerging risks in segments of the housing market including assessing challenges arising in particular locations and helping banks track their loan to value risk on their residential assets.



Forecasting: Providing bespoke forecasts for specific locations or at specific timepoints on, for example, the number of home moves, house prices, rents, Right to Buy sales, housing supply and population impacts.

We bring together the evidence to answer unique questions for our clients

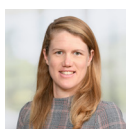
- Where should we buy land?
- Where should we develop?
- How fast are the homes on this site going to sell/let?
- Is our existing stock working for us?
- What type of homes should we build?
- How many homes are needed in this area?
- What price should these homes be sold/rented for?
- Who is going to live here?
- How can we get the best value in the long term?
- How is changing policy going to affect our business?



About Savills Research and Consultancy

Founded in 1989, our residential research team of 35 is the largest of its kind in the UK. Our fields of expertise can be applied across a range of topics, covering sales markets, forecasting, demographics, development, placemaking, planning policy and investment advice. This work is consistently supported by our network of over 100 UK offices to provide invaluable insight into local markets. Our bespoke research and consultancy work compliments our public facing thought leadership publications which are available on our website.

We commonly work alongside and provide complimentary services for clients of Savills development, planning, housing and operational capital markets teams. We also regularly work with our colleagues in expert teams in rural, retail and commercial research, as well as the Economics and Savills Earth teams, to provide collaborative reports to clients where required.



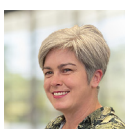
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